client/agency digital ad kit

This kit is for use by OPUBCO clients and/or their ad agencies. Our goal is to ensure that your ads appear properly and have the maximum impact possible for your advertising dollar.

For questions, please contact:
Digital Advertising
onlinecreative@opubco.com

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Appendix Pages

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digital ad options

Standard digital advertising options

Digital ads are comprised of industry-standard file types (.gif, .jpg, .png, .swf). These ad units are available across all NewsOK sites unless otherwise specified in individual ad unit notes. To ensure the highest quality, please be sure to save your files down to the correct file weight (kilobytes). Resaving the ads to meet the file weight requirement by our staff causes degradation of the images and text. See the appendix on page 22 for instructions on best practices for saving images for web. Please see page 18 for instructions on properly prepping your flash ads.

Standard Digital Ad Options

Medium Rectangle
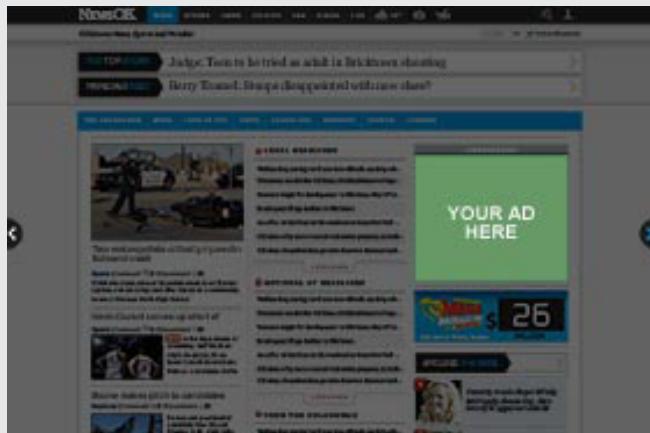
300px x 250px
30k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

Leaderboard
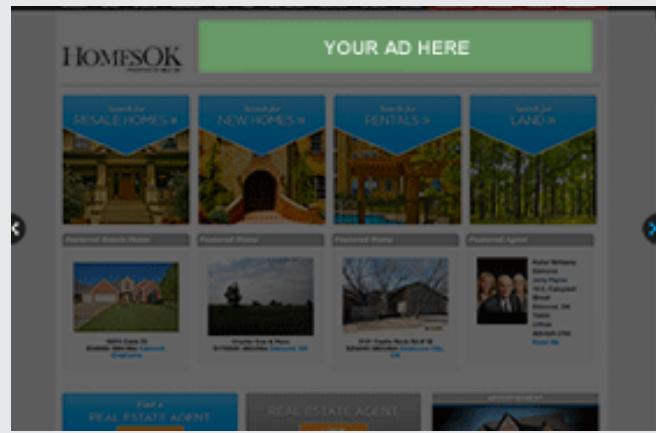
728px x 90px
30k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

Premium Leaderboard

728px x 90px
30k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Super Leaderboard

970px x 90px
40k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Standard Digital Ad Options

Email Blast
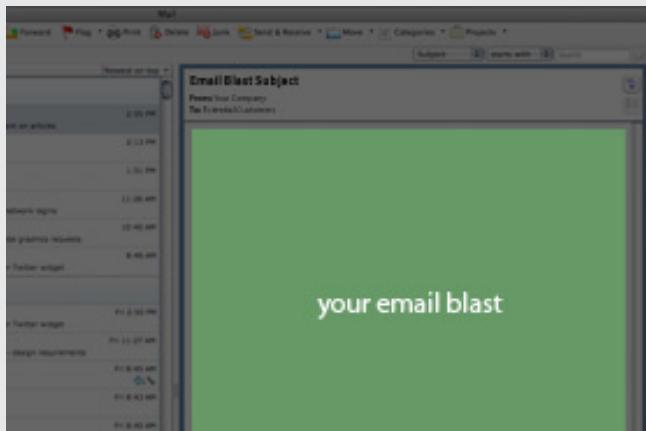
no more than 600px wide

225k combined file size, all components
no flash or embedded video
should be tested to view properly in Gmail and Outlook 2010
The use of image-only emails is discouraged, as they trigger spam filters.

Half Page

300px x 600px

40k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

Skyscraper (Classifieds, Simpli.fi)
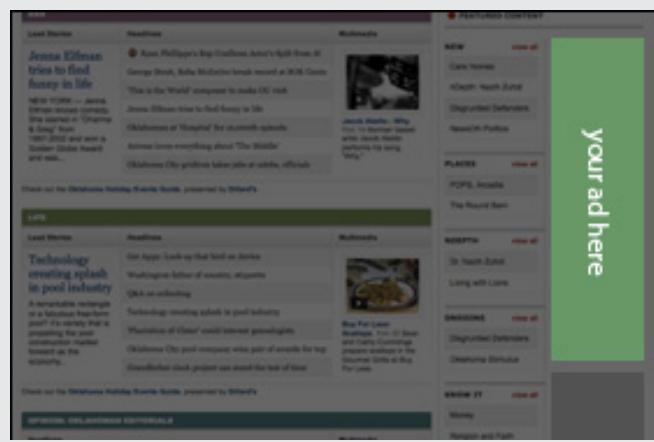
120x600

30k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

Wide Skyscraper (Simpli.fi)
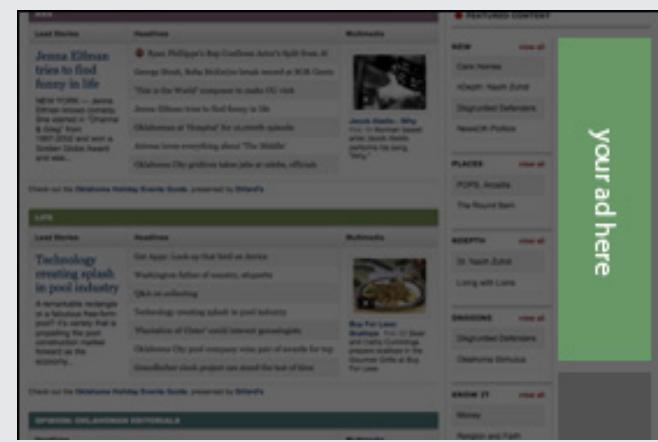
160x600

30k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Standard Digital Ad Options

Sponsor
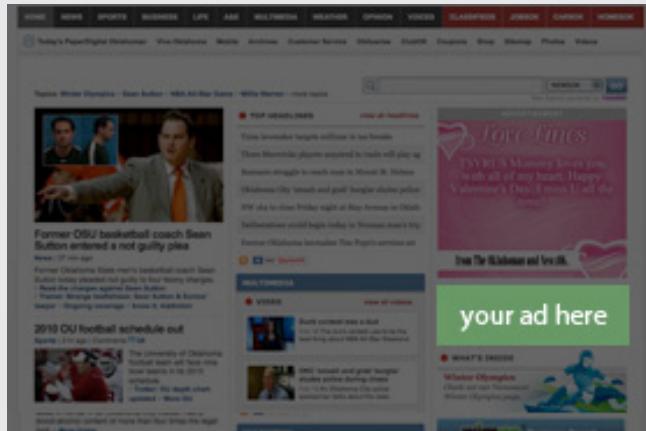
300x100
25k (40k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

Splash/Landing Page

recommended no wider than 1024px
should be tested to view properly in IE 7 and higher

Splash pages are time-intensive. Please allow 2-3 days for design, programming and testing.

JobsOK Profile Logos
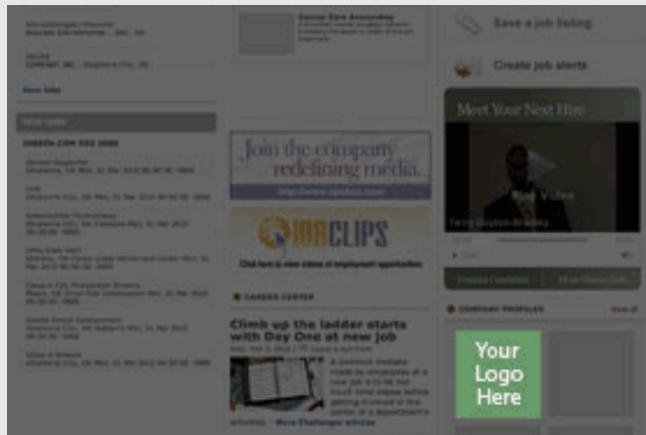
125px x 125px, 5k, no animation
215px x 80px, 15k, no animation

Bulletin Board
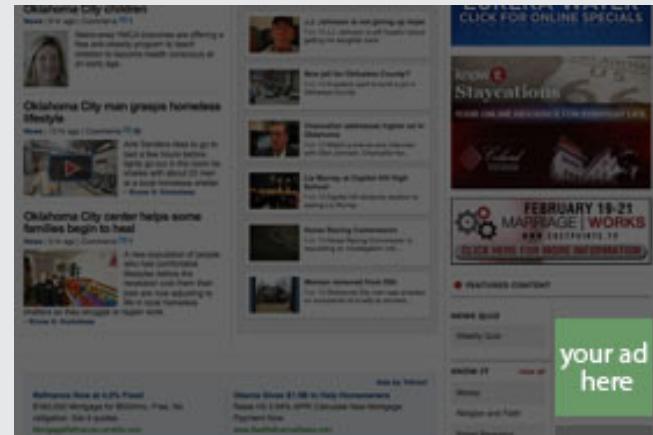
120px x 120px
20k
15 sec. max. loop, 4 frames max.
no flash

Standard Digital Ad Options

Monster Ad (Yahoo BT Only)
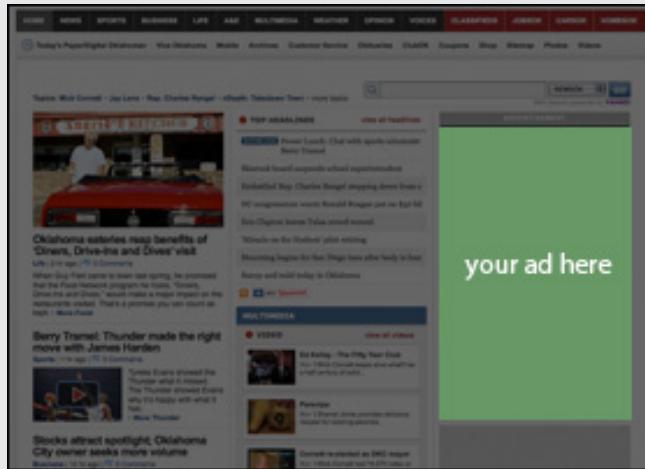
425px x 600px
40k (40 k flash w/ up to four 100k support files)
15 sec. max. animation
sound must be user-initiated

Yahoo BT: no looping without mouseover

## Facebook Ad Art
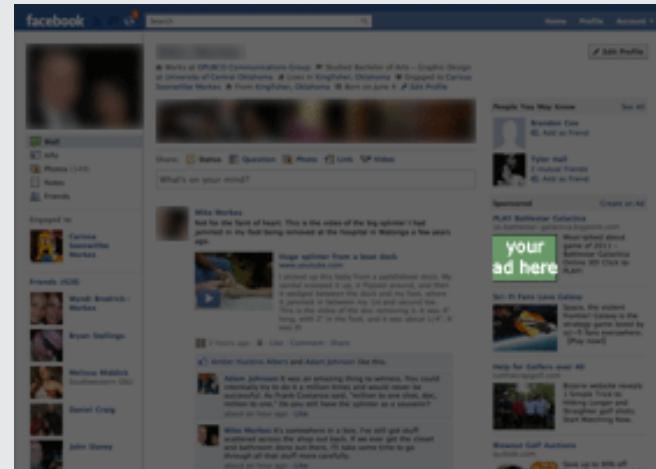
99px x 72px
10k
no animation

iapp digital ad options

iApp (iPad and iPhone apps) digital advertising options. These ads can be saved as .jpg, .png and .gif. Flash ads will not work, as Apple does not support Flash on its devices. Digital Advertising can provide photohop templates on request.

For questions or template requests, please contact:
Digital Advertising
onlinecreative@opubco.com

iPad iApp Ad Options

iPad Tab & Exp. Banner
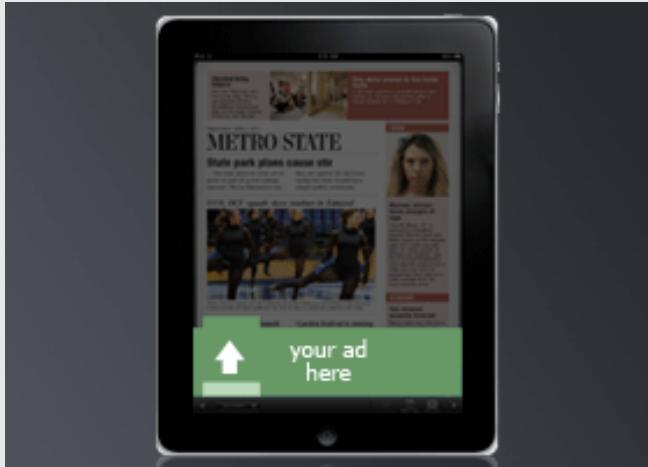
Tab: 160px x 30px
Banner: 768px x 200px

Combined file size for both ads: 300k , no animation, no flash.
Viewable in portrait mode only.

iPad Skybox

Skybox: 250px x 140px

25k, no animation, no flash.
Viewable on section fronts in landscape mode only.

iPad Vertical Full Page
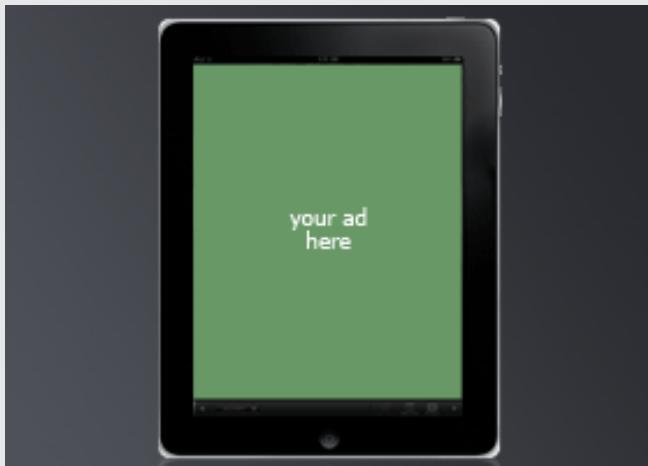
Ad: 768px x 960px

400k, no animation, no flash.
Optional: Photo gallery thumbnails—40k/max height 172px

iPad Horizontal Full Page
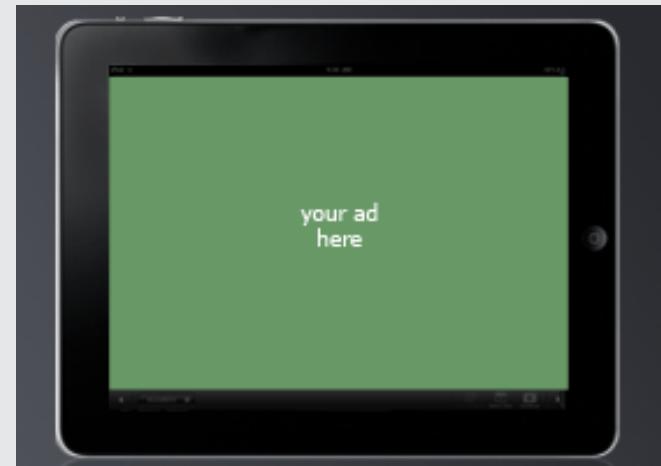
Ad: 1024px x 704px

400k, no animation, no flash
Optional: Photo gallery thumbnails—40k/max height 172px
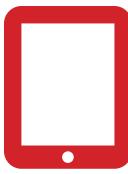
iPad iApp Ad Options

iPad More Articles Banner

Ad: 200px x 300px
Pop-Up Graphic: 140px wide

30k, no animation, no flash.

iPad Article Text Ad
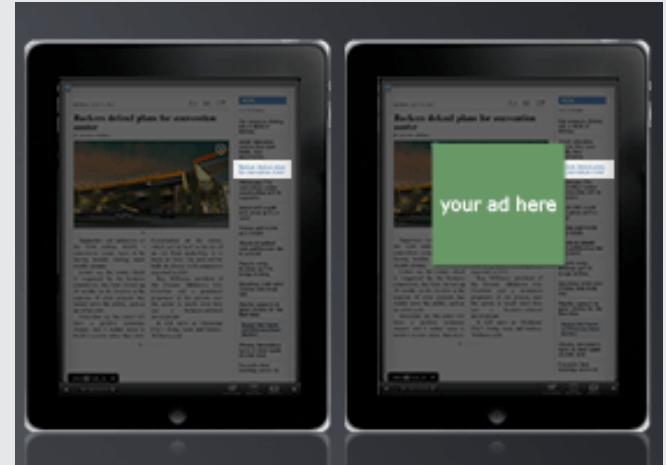
Ad: 200px x 300px
Pop-Up Graphic: 140px wide

Approx. 40 characters, no animation, no flash.

iPad Live Banner

Banner: 676px x 80px

75k, no animation, no flash.

iPad Live Weather Banner
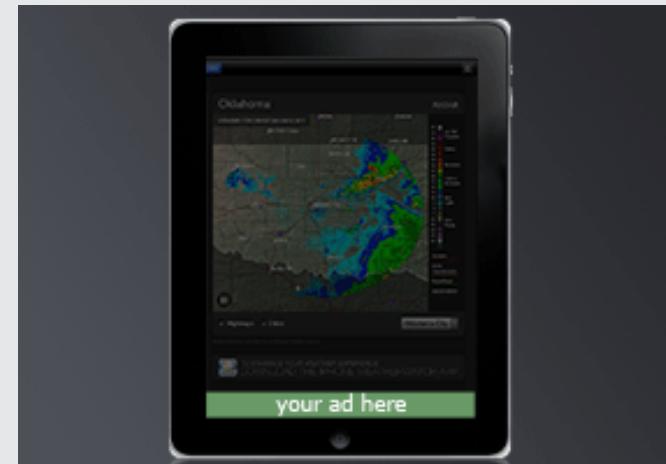
Banner: 700px x 70px

75k, no animation, no flash.

iPad iApp Ad Options

iPhone iApp Ad Options

iPad Leaderboard

728px x 90px
30k (no flash)
15 sec. max. animation

iPhone Full Page

Ad: 640px x 832px

200k, no animation, no flash.
Optional: Photo gallery—40k/max height 172px

mobile ad options

These ads differ from the full page iPhone app ad. They are run on m.newsok.com. They can be saved as .jpg, .png or .gif. Flash ads are not allowed, as Adobe has ended support for the mobile version of Flash Player.

For questions or template requests, please contact:
Digital Advertising
onlinecreative@opubco.com

Mobile Ad Options

Medium Rectangle

Ad: 300px x 250px

30k, no flash.

Sponsor Ad
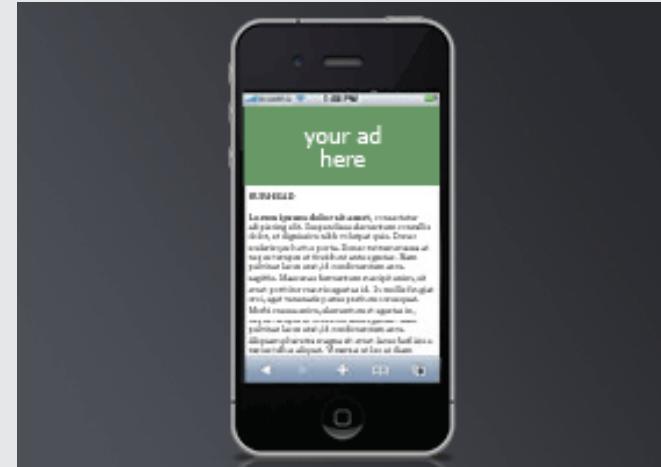
Ad: 300px x 100px

25k, no flash.

Mobile Rectangle

Ad: 320px x 50px (Simpli.fi only)

15k, no flash.

6:1 Mobile Banner
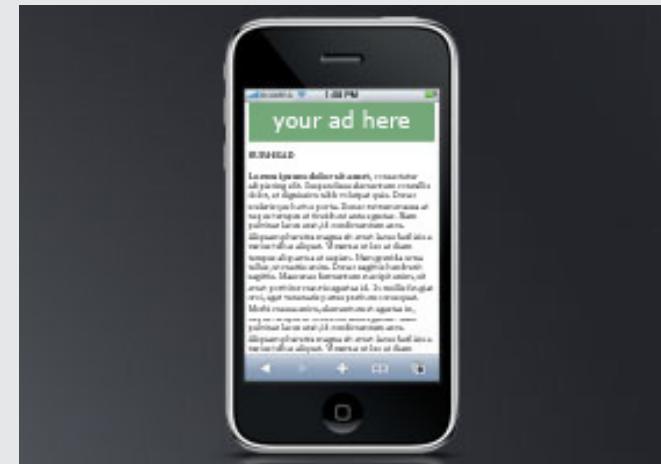
Ad: 300px x 50px

15k, no flash.

rich media ad options

Formats accepted depend on the type of rich media ad. This includes .fla, .swf, and iframe content; and they can also be sent as ad tags.

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Digital Advertising
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RM Rich Media Digital Ad Options

Post-it/Square Popup
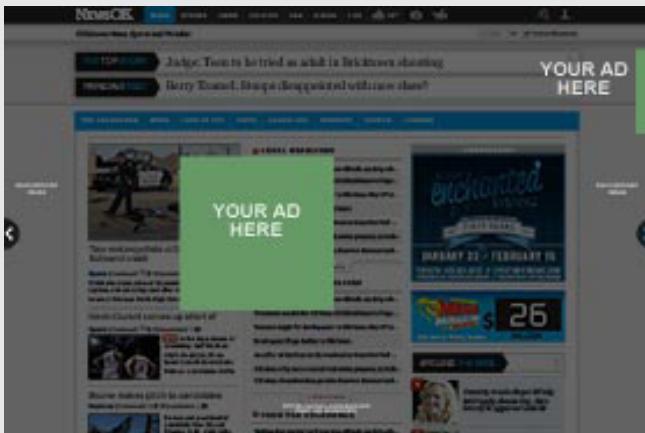
300px x 300px or 300px x 250px paired with leavebehind tab
40k static image; no animation

35px x 190px tab

Video Preroll
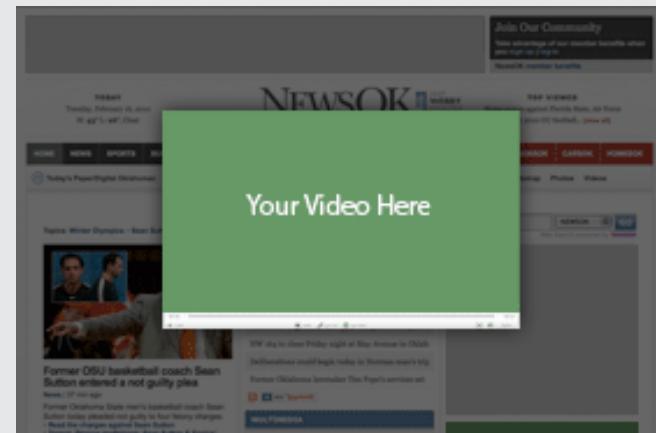
640px x 360px
See page 18 ("Preferred Video formats") for questions about file formats.
Video should be emailed to onlinecreative@opubco.com, with instructions for who the video is for and how it is intended to be used.

Sliding Billboard
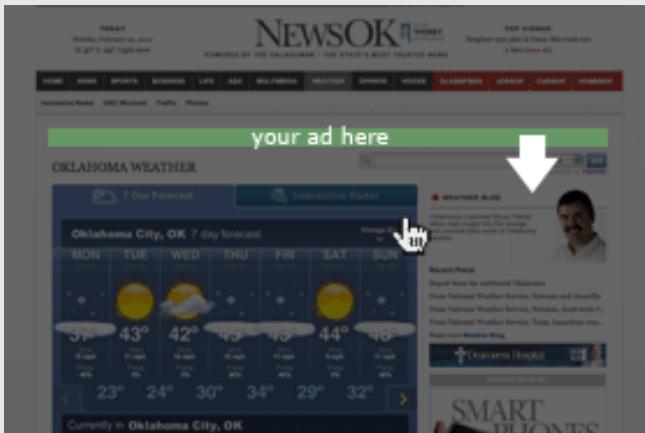
teaser portion - 940px x 30px
full billboard - 940 x up to 300px
40k flash w/ up to four 100k support files
15 sec. max. animation; no looping
requires special handling; contact
onlinecreative@opubco.com

Takeover

1400px x 800px wallpaper, Medium Rectangle, Regular, Premium or Super Leaderboard
(193px on either side of 1014px white center)
less than 200k; no animation; save as a single file, no slices
For questions or a template, contact
onlinecreative@opubco.com

Rich Media Digital Ad Options

Floating Ad

area no larger than 940px wide and 650px tall, or 650px wide, 940px tall
(this is not a post-it note)
40k flash w/ up to four 100k support files. 15 sec. max. animation; no looping

35px x 190px tab

Video/Animation Walkout
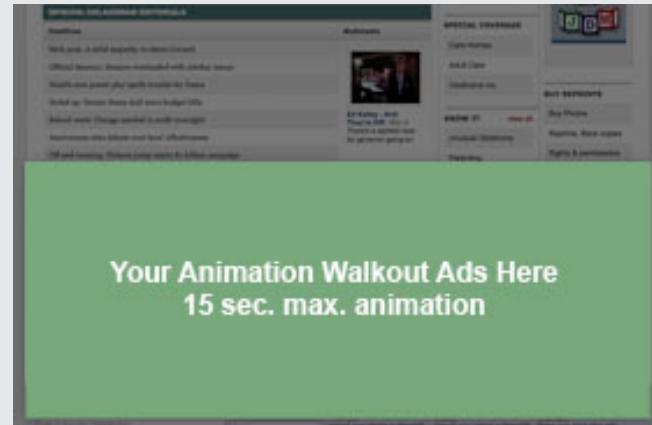
area no larger than 940px wide and 650px tall, or 650px wide, 940px tall
(this is not a post-it note)
40k flash w/ up to four 100k support files. 15 sec. max. animation

35px x 190px tab

Exp. Leaderboard (CarsOK, HomesOK, JobsOK)
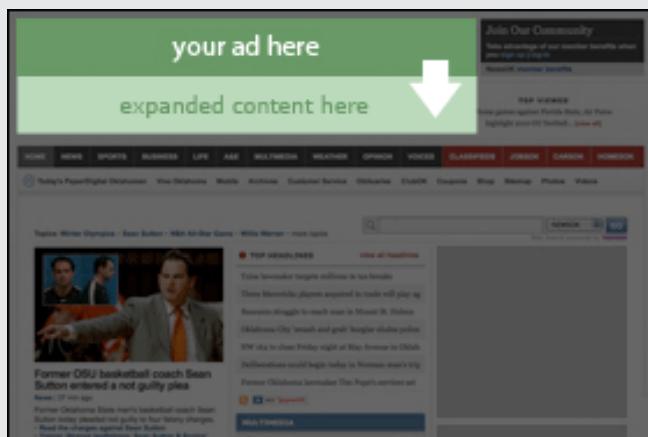
teaser portion - 728px x 90px
expanded total size - 728px x 180px
40k flash w/ up to four 100k support files
15 sec. max. animation
no looping without mouseover in Yahoo BT properties
requires special handling; contact onlinecreative@opubco.com

Expandable Medium Rectangle
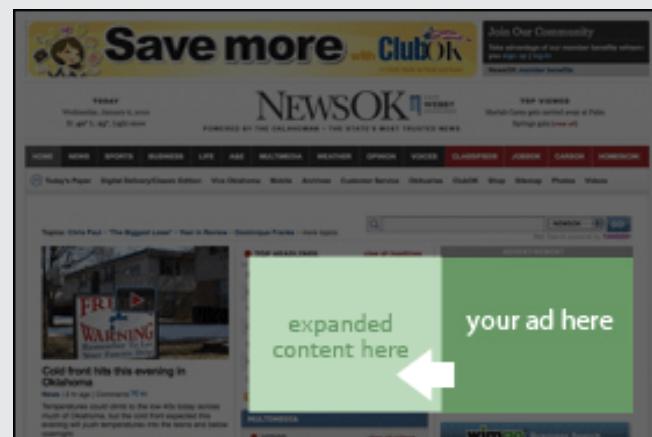
teaser portion - 300px x 250px
expanded total size - 600px x 250px
40k flash w/ up to four 100k support files
15 sec. max. animation
no looping without mouseover in Yahoo BT properties
requires special handling; contact onlinecreative@opubco.com

Rich Media Digital Ad Options

Expandable Skyscraper
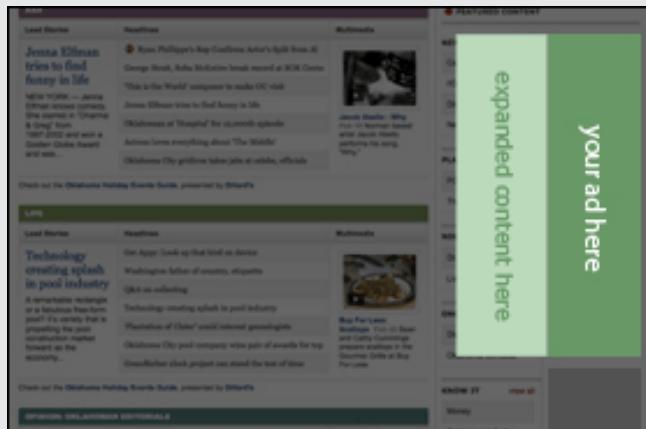
skyscraper portion - 120px x 600px
expanded total size - 240px x 600px
40k flash w/ up to four 100k support files
15 sec. max. animation
no looping without mouseover in Yahoo BT properties
requires special handling; contact onlinecreative@opubco.com

Page Curl/Peel Down

teaser portion - top right half of 125px x 125px
full portion - top right half of 550px x 550px
40k flash w/ up to four 100k support files
15 sec. max. animation
no looping, ad must roll up at the end of 1 loop
requires special handling; contact onlinecreative@opubco.com

Interstitial
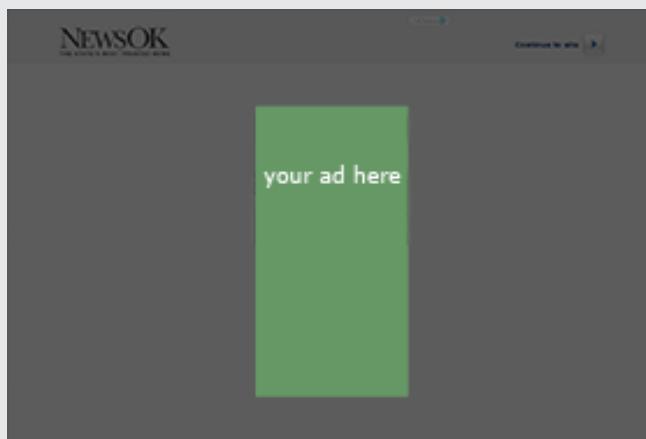
300px x 600px or 300px x 250px
40k 300x600, 30k 300x250, no flash

Slider

collapsed portion - 2125px x 90px
expanded portion - 940px x 560px
40k flash w/ up to four 100k support files
15 sec. max. animation
Actionscript 3 only, will not work with AS 2 files
requires special handling; contact onlinecreative@opubco.com

Email Blasts

Guidelines for building email blasts that won't get flagged as spam

One of the things that spam filters look at is the text-to-image ratio of your email.

Spammers like to send messages with images and little text, because the spam filters are analyzing their text. Therefore, if a legitimate business sends an email which has a high image-to-text ratio, the spam filters are likely to think that the email is spam, and send it to the junk folder. They may even come to the conclusion that the business is a spammer, and block them.

Unfortunately, there is no hard and set rule as to what a safe ratio is, but a good rule of thumb is that you want at least one paragraph of text for every image. Ideally, our goal is at least 40% text on an email. Sending out image-only emails will decrease the messaging ability, as most are either immediately flagged as spam or cannot be viewed in the preview panes (which will drive down the open rate, assuming the email manages to avoid the junk folder).

Other things that can trigger being flagged as spam:

- adding a bunch of random text to go with images in the email in an attempt to fake a good text:image ratio
- including an image file as an attachment—many spam filters and virus checkers will junk your email because it has an attachment.

Ensuring your email can be viewed properly in the largest variety of email browsers possible

- **Stick to the Basics**. CSS-based layouts are only successful in the most compliant of email clients. Your design will render more consistently when HTML tables are used for layout. Limit the use of CSS to inline styles, as external and embedded styles are stripped out in Hotmail and Gmail.
- **Design with Image Blocking in Mind.** Plan how to best use graphics in your design. Images should act as a supplement rather than the main focus of your design. Even with images blocked or disabled, your design should be readable and the call to action clear. In cases where an image must be used, don't forget to include "alt" tags in the <img> tag. Additionally, it's best to use HTML text and web-safe fonts wherever possible.
- **600 is the Magic Number.** Although monitor resolutions vary, we recommend keeping your design at approximately 600 pixels wide to avoid horizontal scrolling and to ensure that your primary message appears in the preview pane.
- **Avoid Rich Media.** Embedding Flash or video in an email will cause major deliverability issues. If delivered, these design elements will be stripped or disabled. If you want to use rich media, use a screenshot of the media linking to the "live" version on your website. Animated .gifs are also alternatives that work across many—but not all—email clients.

Rich Media Preparation

POST-IT NOTE:
Provide artwork at 300x300 in .jpg or .gif format, no larger than 40k. No animation. You may also build a custom leavebehind ad in transparent .gif format, no animation, 35x190.

PEEL-DOWN, SLIDING BILLBOARD, EXPANDING ADS OR FLOATING ADS:
1. All listed ad sizes have their behaviors coded into the template. If the ad has 2 states (opened and closed), please provide a file for each state, in the correct dimensions and file weight (kilobytes).

2. If you prefer a custom size or interface for your ad, please contact Interactive Advertising at onlinecreative@opubco.com or discuss options with your sales representative.

IF SENDING 1X1 TRACKING PIXEL CODE:
1. Be sure to include a destination URL, not just the tracking pixel URL.

A list of examples are available upon request for rich media ads.

If you are unsure if your files meet any of these requirements, or need a template to work from, please contact Digital Advertising at onlinecreative@opubco.com.

Preferred Video formats

NewsOK works with most video formats, but prefers QuickTime files in any of the HD formats (1080 or 720p). NewsOK can work with WMV files, but prefer that they be HD or at least NTSC broadcast resolution. NewsOK also accept NTSC video electronically or via Beta or DV tape. Please send video at least one day before your "go live" date to allow the video and advertising teams to coordinate to present your material in a professional manner.

For video walkouts or other materials requiring "knocking out" your subject, please plan for a 3 day turnaround. NewsOK Studios can also film and produce video for your ad campaign. Ask your Marketing Consultant for details.

General Guidelines

Animation - NewsOK restricts all animation, even subtle movement, to a limit of 15 seconds.

Audio - Audio must be user-initiated.

Borders - Ads must clearly be differentiated from page content through either a defined linear or graphical border, a solid contrasting background color or a combination of border and contrasting background. A 1px border in #CCCCCC or #666666 is preferred.

Custom Sizes - Custom sizes are available for select ads. Please contact Interactive Advertising (contact info listed below) for more information.

File Size Issues - This ad kit includes file prep instructions to meet file size requirements. If you are having issues reaching these limits, we recommend you send us your working files so we can save the ads at the correct requirements while keeping content as crisp as possible. We can provide a proof once this is done.

File Types - NewsOK accepts the following file types for advertising: .fla, .swf, .jpg, .gif and spot ad tags.

Flash Advertising - Flash ads not sent as 3rd party tags must follow the file prep instructions in this ad kit.

NewsOK Brand Guidelines - Use of the NewsOK name, logo or other brand features without prior approval is not permitted. Ads cannot mimic or resemble NewsOK graphics, text or other aspects of NewsOK's "look-and-feel".

Pop-Up Window Advertising - Pop-up window advertising is not permitted. The browser back button must work from the landing page.

Rich Media Ads - Rich media ads not sent as 3rd party tags must follow the file prep instructions in the client/agency kit.

Video - Preferred formats, resolution and file prep information are on page 20.

For questions, please contact:
Digital Advertising
onlinecreative@opubco.com

Flash File Preparation (For rich media, see page 18)

INSERTING CLICKTAG VARIABLES IN FLASH CREATIVES
In order to ensure that our ad tracking servers work correctly, flash ads not being sent as 3rd party tags should follow this protocol:

IF SENDING AS A .SWF FILE:
1. To support click tracking, our advertising platform requires that Flash creatives use the clickTAG variable method for implementation. At least one clickTAG definition is required, and up to four more are optional.

      a) For ActionScript 2, select your exit button, and copy and paste the following code into the ActionScript field:

```
on (release) {
if
(_root.clickTAG.substr(0,5)=="http:"||_root.clickTAG.
substr(0,6)=="https:") {
getURL (_root.clickTAG, "_blank");
}
}
```

      b) For ActionScript 3, select the first frame in the timeline, and copy and paste the following code into the ActionScript field (your exit button should have the instance name "exit"):

```
exit.addEventListener(MouseEvent.MOUSE_UP, onClick);
function onClick(e:MouseEvent):void {
    var click_url:String = root.loaderInfo.parameters.clickTAG;
    navigateToURL(new URLRequest(click_url), '_blank');
}
```

2. All fonts outside of the universal web fonts must be converted to paths or embedded.

3. Frame rate must be 18 fps or less.

4. A static image that meets ad size requirements must be included.

IF SENDING AS A .FLA FILE (must be Flash CS5.5 or lower):
1. Be sure to include or embed any fonts used in your ad.

2. Clearly label all layers and give movie clips and buttons unique names

3. Frame rate must be 18 fps or less.

4. A static image that meets ad size requirements must be included.

If you are unsure if your files meet any of these requirements, or need a template to work from, please contact Digital Advertising at onlinecreative@opubco.com.

Saving Static Images For The Web Using Photoshop

The following screenshots are taken from Photoshop CS3 for Macintosh; your screen may look different depending on your operating system and version of Photoshop. If you use software other than Photoshop as your image editor, please refer to your user manual for instructions on how to save images for use on the web.
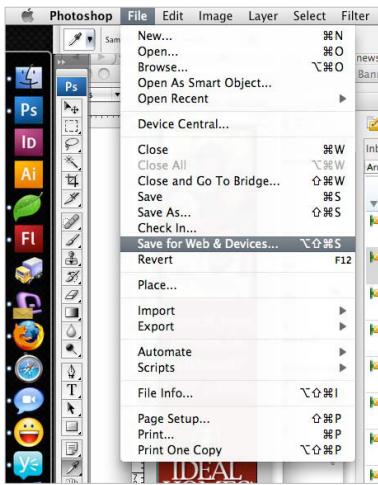

figure 1
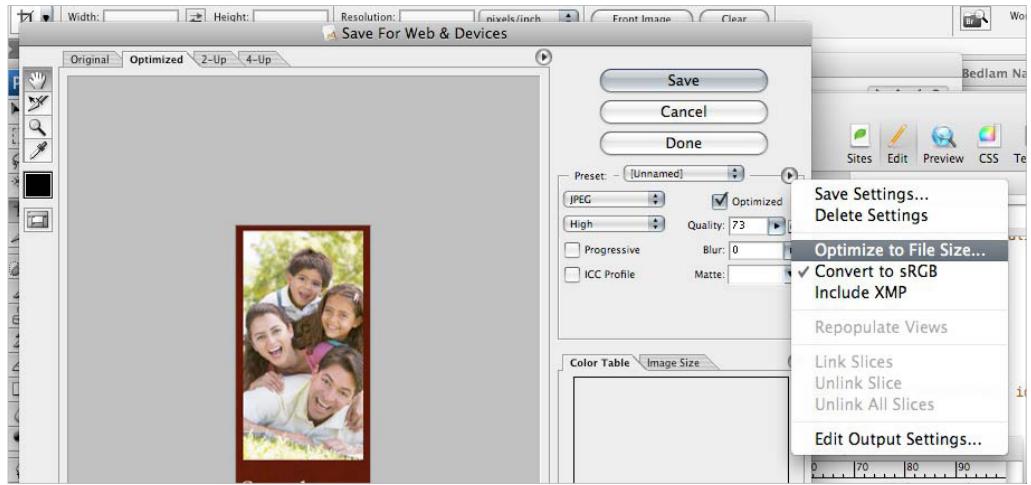
figure 2
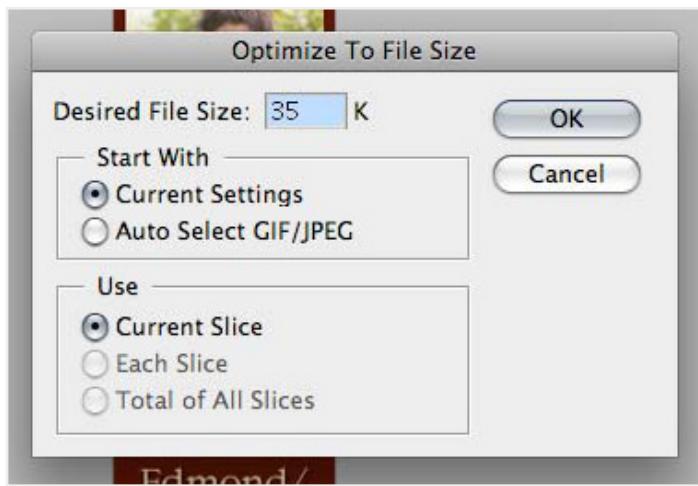
figure 3

Step 1: Making sure your ad is in RGB and not CMYK, go to the File menu in Photoshop and select "Save for Web & Devices..." (see figure 1)

Step 2: A new window will open in Photoshop (see figure 2). Along the right edge of this window, select the JPEG or GIF format. You may need to experiment with both file types to find out which format will look best at the required file size. Under the "Done" button is a little round button with an arrow in it. Clicking this will open a menu. In this menu, first ensure that "Convert to sRGB" has a checkmark next to it. Then, select "Optimize to File Size..."

Step 3: This will open a third, smaller window (see figure 3). Make sure the file size is set to the correct file weight for your particular ad and click "OK".

Step 4: You will now be back in the window from Step 2. Click "Save" (top button on right side), and the program will ask you where you would like to save it. Once it saves the file, it will close the window and go back to Photoshop.